

REMARKS

The applicants have carefully considered the official action mailed on July 18, 2008, and the references cited therein. In the official action, claims 1-4, 30, 31, 39-43, and 48-53 were rejected under 35 U.S.C. §103(a) as unpatentable over “Stores Urged to Use Consumer Panels,” by Laura Klepacki (hereinafter “Klepacki”) in view of Yamamoto et al. (U.S. Patent No. 5,854,746 – hereinafter “Yamamoto”) and in further view of Internet Archives. Additionally, claims 5-29, 32-38, and 44-47 were objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim.

By way of this response, claims 1, 3, 6-9, 16-30, 33-38, 43, 45, 47-49, and 53 are amended, of which claims 3, 6-9, 16-22, 24-29, 33-38, 45, 47-49, and 53 include minor clarifications and claim dependency amendments. Additionally, claims 2, 5, 31, 32, 39-42, 44, 52 and 56 are canceled, and claims 54, 55, and 57 are withdrawn by the Examiner from prosecution without prejudice to their future prosecution.

Reminder of 37 C.F.R. § 1.105 Requirement

As an initial matter, the applicants respectfully acknowledge the reminder of requirements for information pursuant to 37 C.F.R. §1.105. In particular, the applicants are aware of the duty to disclose information material to patentability and no such additional information is known to exist at the time of filing this paper.

Examiner Interview Summary

The undersigned would like to thank Examiner Norman for his courtesies extended during the interview on September 17, 2008. During the interview, the undersigned discussed the restriction requirement of dependent claims 54, 55, and 57 with Examiner Norman.

As a final matter, the applicants respectfully request consideration and allowance of withdrawn claims 54, 55, and 57 as these claims are believed to be dependent on allowable claims.

Accordingly, the applicants respectfully submit that claims 1, 30, and 43 have been amended in a manner that the official action identifies as allowable. Claims 1, 30, 43, and all claims under consideration dependent therefrom are in condition for allowance. Moreover, the applicants submit that all pending claims dependent therefrom are also in condition for allowance, including the withdrawn claims.

The Commissioner is authorized to charge any deficiency in the enclosed check toward payment of any fee due for the filing of this paper to deposit account number 50-2455.

Respectfully submitted,

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